



PERFORMANCE FOCUS STRATEGY

Order Guideline SS26

01 **Why?**

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03 **Vertical Overview**

04 **Order SS26 step by step**

05 **Closing**

01

Why ?



To reach your **target communities** with the right On products.



TRAVEL

What a Hiking Holiday With my Parents
Taught Me About the Meaning of Family





02

Performance Focus Order Guidelines

OUR TARGET: Right Product. Right Place. Right Amount.

Goal is to create further visibility & credibility as performance brand.

1. RIGHT PRODUCT:

At least 60% of selected SKUs must come from the Performance vertical - up to 40% may be from Performance All Day (PAD)

A predefined focus selection has to be considered (see next slides).**

2. RIGHT PLACE:

All On products must be positioned in the respective Vertical (Category):

Running shoes in the Running wall, Outdoor in the Outdoor wall etc. - no vertical mix.

3. RIGHT AMOUNT:

If point 1 & 2 are met (starting from SS26), up to a max. 60% of the total quantity (units) may be covered by Performance All Day (PAD) products.**

of SKUs:

**PERFORMANCE
SKUs**

**MIN.
60%**

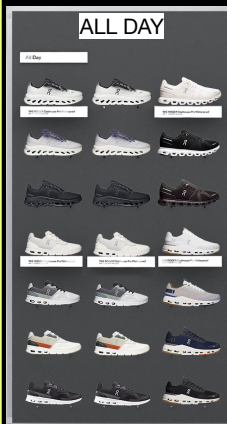
**PERFORMANCE ALL DAY
SKUs**

**MAX.
40%**

Run Area



PAD Area



Volume (Units):

**PERFORMANCE
UNITS**

**MIN.
40%**

**PERFORMANCE ALL DAY
UNITS**

**MAX.
60%**

*LOT MINIMUM PER STYLE: 10M/10W

**VALID FOR PRE- AND REORDER

03

Vertical Overview



SBB

Running



The roots of On. On was founded to revolutionize the running shoe market

Outdoor



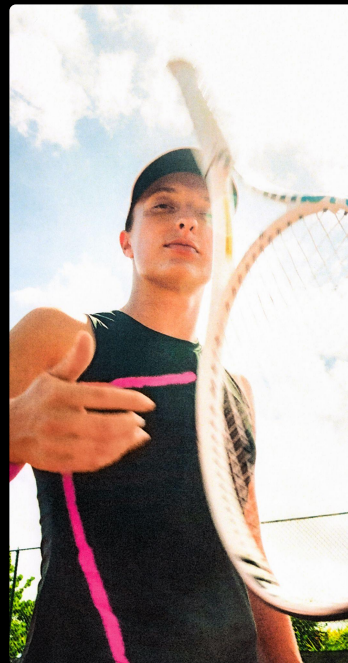
Born in the Swiss Alps

Training



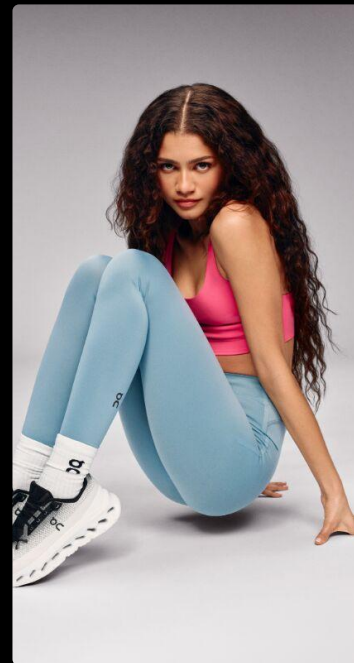
Optimize your workout

Tennis



Designed and created with the greatest tennis player of all time

Performance All Day (PAD)



Take on the streets

04

Order SS26 step by step



1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



3. Go for additional performance verticals

Choose additional **performance verticals**



4. Build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**

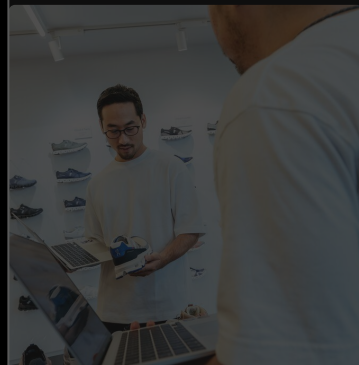
1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



3. Go for additional performance verticals

Choose additional **performance verticals**



4. Build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

Finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**



Cloudsurfer Next



Cloudbunner 3



Cloudsurfer 2



Cloudsurfer Max



Cloudmonster 3



Cloudboom Next

1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



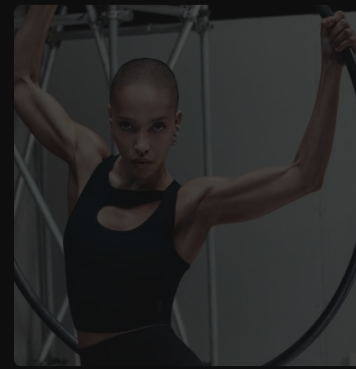
3. Go for additional performance verticals

Choose additional **performance verticals**



4. Build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

Finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**

SELECT STYLES Running

Choose out of our selected styles



Cloudswift 4



Cloudflow 5



Cloudflyer 5 (last season)



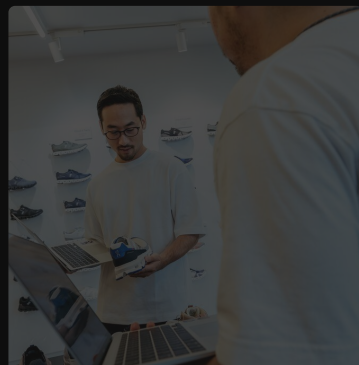
1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



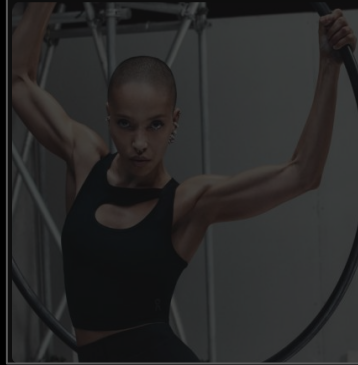
3. Go for additional performance verticals

Choose additional **performance verticals**



4. Build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

Finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**

Running



The roots of On. On was founded to revolutionize the running shoe market

Outdoor



Born in the Swiss Alps

Training



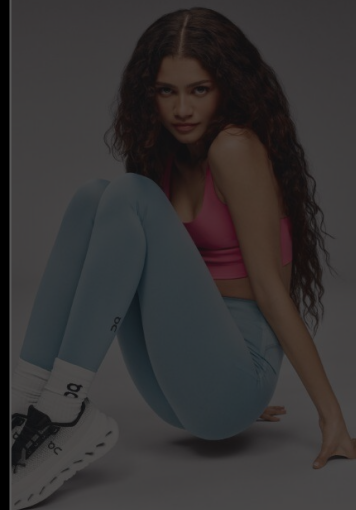
Optimize your workout

Tennis



Designed and created with the greatest tennis player of all time

All Day



Take on the streets

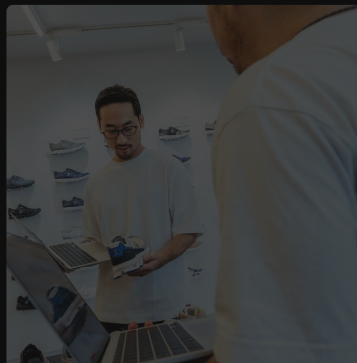
1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



3. Go for additional performance verticals

Choose additional **performance verticals**



4. Build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

Finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**

Overview Outdoor



WHAT IS YOUR FOCUS COMMUNITY?

Order Guideline SS26

no

Outdoor: Within the Outdoor Vertical you can choose from the **Hiking** and/or **Trail Running** category, to be able to serve your community in the best way possible.

HIKING

= **OPTION 1 / Hiking**



TRAIL RUNNING

= **OPTION 2 / Trail Running**



Overview Outdoor

Option 1: Focus Hiking



FOCUS STYLES Outdoor/Hiking

Choose 2 out of our focus styles



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudrock Low WP



Cloudrock Mid WP



SELECT STYLES Outdoor/hiking

2. Step: Choose out of our selected outdoor styles

o



Cloudvista 2



Cloudvista 2 WP



Cloudsurfer Trail 2



Cloudsurfer Trail 2 WP



LOT MINIMUM PER STYLE: 10M/10W
EXEMPLARY COLOR SELECTION

Overview Outdoor

Option 2: Trail Running



FOCUS STYLES Outdoor/Trail Running

Choose 2 out of the focus styles



Cloudvista 2



Cloudvista 2 WP



Cloudsurfer Trail 2



Cloudsurfer Trail 2 WP



SELECT STYLES Outdoor/Trail Running

2. Step: Choose out of our selected outdoor styles



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudrock Low WP



Cloudrock Mid WP



LOT MINIMUM PER STYLE: 10M/10W
EXEMPLARY COLOR SELECTION

Overview Tennis





Roger Advantage



Roger Advantage Pro*



Roger Clubhouse Pro*



Roger Pro 3 *



Roger Pro Fire*

Overview Training





Cloud X 4



Cloudpulse Next



Cloudnova X



Cloudpulse 2



Cloudpulse Pro

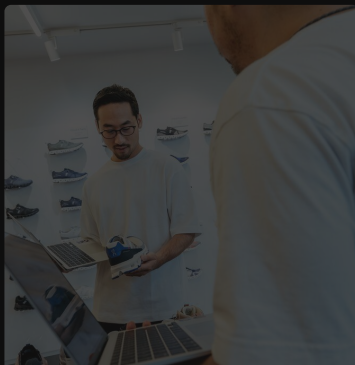
1. Key Focus Vertical Running

Start with our focus vertical Running and **choose 3 of our focus styles**



2. Fill in the vertical Running

Expand the running assortment with our selected styles



3. Go for additional performance verticals

Choose additional **performance verticals**



4. build up the performance verticals

Choose your styles in the vertical from our assortment



5. Finish with your PAD assortment

Finalize your order with our PAD assortment



**MIN. 60% PERFORMANCE SKUs &
MIN. 40% PERFORMANCE UNITS**

**MAX. 40% PAD SKUs &
MAX. 60% PAD UNITS**

Overview PAD



FOCUS STYLES PAD

Order Guideline SS26

dc



Cloudnova Form 2



Cloud 6



Cloud 6 WP



Cloud 6 Coast



LOT MINIMUM PER STYLE: 10M/10W
EXEMPLARY COLOR SELECTION

Thank you.



We hope this guideline supports you in curating an assortment tailored to your target community.
For any questions, feel free to contact your sales representative.
Wishing you a successful SS26 Sell-In.

Your On Commercial Team

